

Bushnell

Binoculars



*"How to Select Binoculars"  
and a complete  
selection of . . .  
the finest in sight*

## How to select

## BINOCULARS

*Experts who know—thousands of them—  
own and highly endorse Bushnell Binoculars*



"Bushnell Binoculars give me the vision necessary to keep on top of the play or race ... Bushnells are truly the All-Americans of the binocular field."

TOM HARMON, Sports Director  
Columbia Broadcasting System, Inc.



"Your Spacemaster and other photo optic units are the most effective I've ever used with or without a camera. Pictures taken through these instruments astonish me!"

ERLE STANLEY GARDNER,  
World Famous Author



"I often need to see an animal at exceedingly close range, and frequently, even in the zoo, use my Rangemaster to pick up details that I couldn't otherwise notice. For field work, they are really super!"

R. MARLIN PERKINS  
Director, St. Louis  
Zoological Gardens  
Author, TV Star of "Zoo Parade"



"Have referred a good many inquiries to Bushnell because I like their optical quality, attractive finish, moderate prices. When I purchased a glass 3 years ago, I chose Bushnell over all others!"

DR. DINSMORE ALTER,  
Former Director Griffith Observatory  
Author, Lecturer, Scientist



"Good binoculars are an important aid to flying. Your Rangemasters are perfect. Plenty of magnification, wider field of view, and a most brilliant image!"

DONALD W. DOUGLAS, SR.  
Douglas Aircraft Corporation

A fine Binocular is a lifetime investment, one which pays you ceaseless dividends in enjoyment; asks nothing in return except the same care you give your other fine instruments. If it's a BUSHNELL, it's guaranteed never to cost another cent for parts or service for at least 20 years, if it is given reasonable care.

Inferior glasses may offer a lower first cost, may even outwardly resemble the beautifully-designed and precision-made BUSHNELL...but often it costs more to repair and adjust these to minimum performance standards after a short period of use, than the original price.

For you who treasure quality and the quiet assurance of possessing the finest...with true lifetime economy...when you select your Binocular, select BUSHNELL!

### BUSHNELL Inner-Superiorities are the proof:

- Wider-angle **SafetyVision** optical systems formulated by electronic computers.
- Special hard-coating for superb light efficiency.
- All optics selected, polished and aligned to super-critical standards.
- Prisms cushioned by a special shock-absorbing compound, then locked permanently in place.
- Super bonding material holds double lens elements in perfect alignment — forever!
- New silicone seals and lubricants assure all-weather operation.
- Single-piece magnesium body for maximum durability with minimum weight.
- 306 separate quality control tests.
- 20-Year Parts and Service Guarantee, unless damaged by abuse or negligence.
- 30-Day Exchange Privilege.
- Seal of Approval by Bushnell Optical Laboratory.

## Bushnell 7x35 CUSTOM\* GIVES WIDE FIELD OF VIEW EVEN WHEN YOU WEAR GLASSES

Exclusive retractable eyecups of non-marring nylon let those who wear glasses see a full field of view for the first time. Those who aren't wearing glasses just turn the eyecups to the "up" position. Quick and simple! The most practical and best-looking binoculars in sight, the Custom features all the famed Bushnell optical qualities, plus exclusive ultraviolet filters for permanent eye protection against harmful glare from sand, snow, or water, and a concealed tripod adapter. 20-Year Parts and Service Guarantee.

**\$89.50, C. F. only.**

Field of View:  
(@ 1000 yds.): 404'  
Exit Pupil: 5mm

Height: 5"  
Weight: 23 oz.

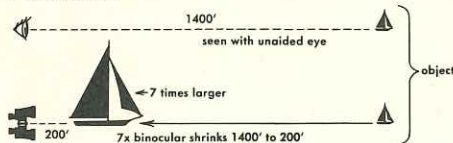
Right reserved to make changes in design in accordance with optical progress.





## What does 6x30, 7x50, mean?

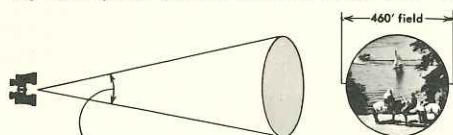
The first number (6x, 7x) indicates the power of magnification, which means the object you look at through a Binocular will be that many times larger than when seen by the naked eye. You don't see *farther* with a Binocular—distant images are brought nearer! For example, if you are 1200 feet from the object, viewing it with a 6 power glass is the same as seeing it from a distance of 200 feet with your naked eye. A 7 power glass brings the object within 171 feet; 10 power within 120 feet; etc.



The second number (30, 50, etc.) is the diameter, in millimeters, of the large front "objective" lens. (25mm = 1 inch) This "window" determines to some extent the brightness of the image. Contrary to popular belief, it has nothing to do with FIELD OF VIEW.

## What is "field of view"?

The "field of view" is the diameter of the circular view seen through the Binoculars at a given distance, usually 1,000 yards. (On the Binocular itself, "field" is



sometimes indicated in degrees, representing the angle of view; 1° = 52.5 feet at 1,000 yards.) Generally speaking, higher magnification means a reduced field of view. The wider the field of view, the easier it is to locate your object and follow fast action.

## Brightness of image

Image clarity is largely determined by two factors—the light gathering capacity (diameter) of the objective lens, and the magnification.

Hold the Binocular at arm's length, pointed toward a bright view, and in the eyepiece you will see a disc of light. This disc is called the "exit pupil." The diameter of the exit pupil is the diameter of the objective lens divided by the power of magnification. For instance,



Exit pupil appears as round bright disc in center of eyepiece

the 10x50 model will have a 5mm exit pupil. So, when viewing with this Binocular, a 5mm stream of light is reaching your eye. With the 6x15, the stream would be 2.5mm in diameter.

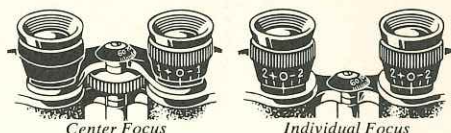
However, in normal daylight the pupil of your eye is contracted to about 2mm, so you cannot utilize the extra light coming through the 10x50, and the image would appear to be equally bright in either Binocular. At dusk or later, when your pupil automatically enlarges, the larger exit pupil becomes important. This accounts for the 7x50, with an exit pupil of 7.1mm, being designated as a "night glass" by the U. S. Navy.

The Relative Light Efficiency (Brilliance or Degree of Luminosity) is computed by squaring the exit pupil, then adding 50% for coated optics.

## What is coating?

Each air-to-glass surface in an uncoated Binocular reflects some of the light passing through. The reflected light bounces from surface to surface and reaches the eye as "haze" inside the Binocular, causing the image to appear less clear. By applying a thin (four-millionths of an inch) special transparent coating of magnesium fluoride to the air-to-glass surfaces, the light loss is cut as much as 50%. This eliminates annoying reflections, permits greater light transmission, and makes images needle-sharp even under adverse lighting conditions.

## Center focus or individual focus



Most Binoculars are provided with a knurled wheel on the center post for moving the eye lenses in and out to focus. Others are focused by rotating the two individual eyepieces. Either type, once the eyepieces are focused on a faraway object, will remain in focus for any distance, from infinity to within about 150 feet.

For closer views, individual focus (IF) Binoculars require readjustment of both eyepieces separately; center focus (CF) Binoculars can be focused by manipulating the center wheel only.

## BINOCULAR RATING CHART

Key: (EX) Excellent (VG) Very Good (G) Good (F) Fair (NR) Not Recommended

| Leading Uses      | 6x15     | Broad-field 6x25 | 6x30   | 7x35   | Range Master 7x35  | Custom 7x35 | 7x50   | 8x30   | 8x40   | 9x35   | 10x50  | 20x60              |
|-------------------|----------|------------------|--------|--------|--------------------|-------------|--------|--------|--------|--------|--------|--------------------|
| General Use       | G        | VG               | VG     | EX     | EX                 | EX          | G      | VG     | VG     | G      | G      | NR                 |
| Wooded Area       | NR       | VG               | EX     | EX     | EX                 | EX          | G      | F      | EX     | G      | G      | NR                 |
| Semi-Wooded       | F        | G                | VG     | EX     | EX                 | EX          | VG     | VG     | EX     | G      | G      | NR                 |
| Open Flats        | G        | G                | G      | VG     | EX                 | EX**        | G      | EX     | EX     | EX     | EX     | G                  |
| Wild Fowl         | G        | VG               | VG     | EX     | EX                 | EX          | VG     | G      | G      | G      | F      | NR                 |
| Races—Sports      | G        | EX               | EX     | VG     | EX                 | VG          | VG     | G      | G      | G      | G      | NR                 |
| Distant View.     | F        | F                | F      | G      | G                  | G           | G      | VG     | VG     | EX     | EX     | EX                 |
| Nature Study      | G        | VG               | EX     | EX     | EX                 | EX          | G      | EX     | F      | F      | F      | NR                 |
| Marine            | NR       | F                | F      | VG     | EX                 | EX**        | EX     | F      | VG     | NR     | G      | NR                 |
| Night Use         | NR       | F                | G      | G      | VG                 | G           | EX     | F      | G      | F      | G      | NR                 |
| Indoor Use        | EX       | EX               | EX     | VG     | EX                 | VG          | F      | F      | F      | NR     | NR     | NR                 |
| Weight in oz.     | 5        | 12               | 16     | 20     | 38                 | 25          | 32     | 16     | 23     | 21     | 32     | 48                 |
| Field @ 1000 yds. | 380'     | 578'             | 460'   | 404'   | 578'               | 404'†       | 375'   | 460'   | 375'   | 395'   | 365'   | 184'               |
| Rel. Light Eff.   | 9        | 26               | 37     | 37     | 37                 | 37          | 75     | 21     | 37     | 23     | 37     | 14                 |
| Price with I.F.   | \$19.50* | 44.50*           | 54.50* | 69.50* | 135.00*<br>CF only | 89.50*      | 84.50* | 64.50* | 84.50* | 79.50* | 89.50* | 135.00*<br>CF only |
| C.F. \$5.00 more  |          |                  |        |        |                    |             |        |        |        |        |        |                    |

\*Plus usual 10% Fed. Tax

\*\*Built-in Ultraviolet filters increase haze penetration.

†Exclusive optical system offers both eyeglass and non-eyeglass wearer a full field of 404' at 1000 yds.

If you have any special viewing problem, please write for information. Your request will be answered promptly.

← Bushnell Featherlight line inside.

See reverse for Banner Line.

## World's most popular Binocular \*



Field of View  
(@ 1000 yds.): 404'  
Exit Pupil: 5mm

### 7 power, 35mm Featherlight

Ideal for hunting, sports, sight-seeing, etc. Combines most wanted features . . . 7 power . . . compactness . . . high light efficiency.

I.F. \$69.50, C.F. \$74.50

Height: 5½"  
Weight: 19 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

## 6 power all-purpose \*



Field of View: 460'  
Exit Pupil: 5mm

### 6 power, 30mm Featherlight

Lightweight, wide-angle, budget-priced. Excellent for fast action and general observation at medium range. Lower magnification reduces hand tremor.

I.F. \$54.50, C.F. \$59.50

Height: 4½"  
Weight: 16 oz.

### 8 power, 30mm wide-angle Featherlight.

Same as above with higher magnification, but not recommended for night viewing. I.F. \$64.50, C.F. \$69.50.

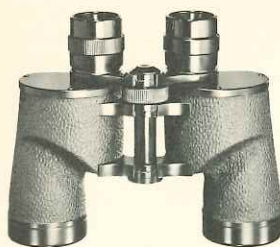
Field of View: 460'  
Exit Pupil: 3.75mm

Height: 4½"  
Weight: 16 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

# Bushnell FEATHERLIGHT Precision Binoculars...

## 8 power all-purpose \*



Field of View: 375'  
Exit Pupil: 5mm

### 8 power, 40mm Featherlight

Higher light efficiency at dawn, dusk and at night than the 8x, 30mm. Perfect for all-around viewing at longer distances.

I.F. \$84.50, C.F. \$89.50

Height: 5½"  
Weight: 23 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

## Night Viewing \*



Field of View: 375'  
Exit Pupil: 7.1mm

### 7 power, 50mm Featherlight

Highest light transmission. Standard equipment for night watchman, boat owners and others who work under minimum light conditions.

I.F. \$84.50, C.F. \$89.50

Height: 7"  
Weight: 32 oz.

Shallo Eyecups for eyeglass wearers, \$2.00 pr.

## New Panoramic Rangemaster \*



### 7 power, 35mm Wide Angle

Originally designed for professionals. Tops for sports, spotting game. Extra-wide field—90% more viewing area than standard 7x35's. Exceptional clarity & brilliance.

World's premier binocular . . . for the man who demands the finest. \$135.00 C.F. only

Field of View: 578'  
Exit Pupil: 5mm

Height: 4¾"  
Weight: 38 oz.

## Lightweight wide-angle viewing \*



Field of View: 577'  
Exit Pupil: 4.2mm

### 6 power, 25mm Broadfield

Excellent for hunting, vacation use or the theater. Slips into pocket. Medium magnification combined with extra-wide field. Rugged construction.

I.F. \$44.50, C.F. \$49.50

Height: 2½"  
Weight: 13 oz.

Produced to Bushnell specifications in Japan's finest optical factories for maximum economy.





## Exciting new Bushnell 6x25 Custom Compact

**Tiny 3" high binocular gives full field of view even when you wear glasses**

Unexcelled for sportsmen and those who travel light. An exclusive\* new optical system, with eyecups that retract instantly, makes possible a full field of view even when you wear glasses (a feature made famous by the 7x35 Custom rated tops in consumer tests). Fits hands like a glove, slips easily in pocket, has optics of exceptional clarity. Sturdy as a work mule, yet handsome enough to carry to the theatre. **\$59.50, C. F. only**

Price includes soft leather zipper case.

Field of View: 420'  
Exit Pupil: 4.2mm

Height: 3 1/8"  
Weight: 11 ozs.

\*Patent Pending

## 20-YEAR FREE SERVICE WARRANTY 30-DAY MONEY-BACK GUARANTEE

1. All Bushnell optical products are high precision instruments of rugged construction. Each is fully tested and carries a free service warranty from Bushnell Optical Laboratory, Inc.
2. Bushnell instruments are warranted against defective materials and/or workmanship. Before shipping, each receives and must fully pass tests covering essentials of optical and mechanical perfection.
3. The original Registered owner of a Bushnell instrument (except Banner Brand) is entitled to free repair, free service, and free parts or replacement without charge for 20 years (Banner Brand for 5 years), provided instrument in our opinion shows no visible signs of having been dropped, maltreated, or disassembled. Bushnell sun-glasses will be repaired free for one year regardless of cause.
4. If the instrument does not answer your purpose, return it to the authorized seller in its original condition within 30 days after purchase and the seller will immediately refund your money in full.
5. Should you require service, please pack your Bushnell instrument securely and enclose your report of unsatisfactory condition with your warranty card, stating when and from whom it was purchased. Mail it to us prepaid and insured. If you request it, an estimate of any charges will be sent before work is done. Your instrument will be returned to you prepaid.



**BUSHNELL OPTICAL LABORATORY, INC.**  
2828 East Foothill Blvd.  
Pasadena, California 91107

## World's Lightest



Field of View: 380'  
Exit Pupil: 2.5mm

**6 power, 15mm  
Palm-pocket**

Constant companion for sports or theater. Chrome finish.

**I.F. \$19.50, C.F. \$24.50**

Height: 2"  
Weight: 5 oz.

**Mountain climber's favorite! 7 power, 18mm palm-pocket**  
For those who travel light. Chrome finish.

**I.F. \$24.50, C.F. \$29.50**

Field of View: 325'  
Exit Pupil: 2.6mm

Height: 2"  
Weight: 6 oz.

## High Power for Long Distance

9 power, 35mm ..... I.F. \$79.50, C.F. \$84.50  
Field of View: 395', Exit Pupil: 3.9mm, Height: 5 1/4", Weight: 21 oz.  
10 power, 50mm ..... I.F. \$89.50 C.F. \$94.50  
Field of View: 365', Exit Pupil: 5mm, Height: 7", Weight: 32 oz.  
20 power, 60mm ..... C.F. only, \$135.00  
Field of View: 184', Exit Pupil: 3mm, Height: 9", Weight: 48 oz.

## High Style Sport Glasses



**2.5 power  
Opera**

Exquisite mother-of-pearl with matching silk brocade case.  
**\$19.50**

**3 power, 30mm—(illustrated).** Sturdy construction, extra-wide field (525 feet), and high fashion appearance make this glass popular indoors or out. **\$19.50**



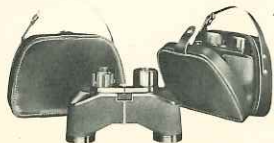
**3.5 power  
folding  
Vu-ette**

Closes thinner than a cigarette case—opens ready for viewing.  
**\$9.95**



**4 power, 30mm  
Sportview**

Rugged construction. Perfect hiking companion. Adjustable eye width.  
**\$14.50**



## Beautiful Case Included With Every Binocular\*

A handsome case of smooth, black, top grade cowhide, edged with white saddle-stitching and lined with soft, rich velveteen is included at no additional charge with every binocular.\* Handcrafted in America the cases open to the side for easy one-hand removal and replacement of binocular; contour design holds binocular snugly in a deep recess, gives complete protection even when case is open. A worthy companion to your fine Bushnell instrument.

\*All binoculars at left indicated with (\*)

7 power, 35mm Banner

## All-Purpose Favorite



100% Coated Optics!

7x, 35mms long have been the overwhelming choice of hunters, sportsmen, experts in many fields. Perfect, too, for anyone who enjoys a variety of viewing pleasures. With its compact size, 7 power magnification and high light transmission, the Bushnell 7x35mm Banner is ideally suited to those who want an accurate, dependable, all-purpose binocular at a budget-minded price.

### SPECIFICATIONS

Field of View: 378' @ 1000 yds.

Exit Pupil: 5mm

Height: 5 1/4"

Weight: 21 oz.

Retail price, including durable case, \$39.50; center focus only. 5 Year Guarantee.

# Bushnell Banner

...the economy priced  
binocular line

From start to finish, the Banner has been crafted with the heft, precision and inner-quality you naturally expect in a Bushnell instrument. The hard-coated, distortion-free elements that make up its optical system register a bright, clear picture that beats anything you've ever seen for the price! The Banner is solidly constructed from rugged, lightweight aluminum, molded into a proven design. Its built-in toughness is cleanly reflected in the firm smoothness of its moving parts, and the flawless, durable quality of its exterior finish.

### 6 power, 30mm Banner

Lightweight and compact, the 6x30mm is just the ticket for steady, prolonged viewing. 6 times magnification and generous field of view make it a favorite among hunters and sports spectators who must follow fast action at medium range. Ruggedly built to incomparable Bushnell standards, the 6x, 30mm is the thriftiest priced binocular in the Banner line.

### SPECIFICATIONS

Field of View: 395'

Height: 4 1/2"

Exit Pupil: 5mm

Weight: 18 oz.

Retail price, including durable case, \$34.50; center focus only. 5 Year Guarantee.

## All-Purpose Medium Range



100% Coated Optics!

### 7 power, 50mm Banner

## Night Viewing & Marine Model



100% Coated Optics!

Equal to other models under normal conditions, the 7x, 50mm's large objective lenses deliver extra light when it's needed most... at night, in adverse weather. Long standing favorite of the military and mariners, the perfect glass for aircraft spotters, boat owners, night watchmen, etc. A real budget-priced workhorse with the unbeatable "Bushnell touch."

### SPECIFICATIONS

Field of View: 375'

Height: 7 1/16"

Exit Pupil: 7.1mm

Weight: 36 oz.

Retail price, including durable case, \$49.50; center focus only. 5 Year Guarantee.

### 7-12 power, 40mm

## Powerful Zoom



Zoom in from 7 power to 12 power without changing focus! Ideal for nature study, sports, hunting.

### SPECIFICATIONS

Field of View: 328-300'

Height: 6 1/2"

Exit Pupil @ 7x: 5.2mm

Weight: 41 oz.

Retail price, including durable case, \$79.50 C.F.

### 7 power, 35mm wide-angle Banner

First introduced by Bushnell, the wide-angle 7x, 35mm has become standard equipment for sports-casters and others who must cover big chunks of territory fast, accurately. Like its world-famous counterpart, the Rangemaster, this new Banner actually delivers 90% more area of sight than ordinary 7x, 35mms! For big, bright, crystal-clear viewing, nothing in its price range can touch the wide-angle Banner.

### SPECIFICATIONS

Field of View: 577'

Height: 5"

Exit Pupil: 5mm

Weight: 32 oz.

Retail price, including durable case, \$69.50; center focus only. 5 Year Guarantee.

## Extra-Wide Field



100% Coated Optics!

### 8 power, 30mm

## All-Purpose Eight



Lightweight, high-power, sports glass.

### SPECIFICATIONS

Field of View: 394'

Height: 4 1/2"

Exit Pupil: 3.8mm

Weight: 18 oz.

Retail price, including durable case, \$29.50 C.F.